What is claimed is:

1. A computer-implemented method for generating a color image in a computer browser program, the method comprising

associating at least one color with a markup language element capable of accepting content,

applying a grayscale image as content of the element, and

modifying the content image by applying the at least one color associated with the element as at least one color component of the content image.

2. The method of claim 1 further comprising

displaying at least the modified content image to a user of the computer browser program,

providing a plurality of color groups,

allowing the user to select a group from the plurality of groups,

after the selection of a group by the user, modifying the content image by replacing at least one of the color components of the content image with at least one of the colors in the selected group, and

displaying the newly modified content image to the user.

3. The method of claim 1 further comprising

displaying at least the modified content image to a user of the computer browser program,

providing a color palette containing a plurality of individually selectable colors,

allowing the user to select a color from the palette,

after the selection of a color by the user, modifying the content image by replacing one of the color components of the content image with the selected color, and

displaying the newly modified content image to the user.

4. The method of claim 1 wherein the element is a shape and the grayscale image is applied as pattern fill content of the shape.

5. The method of claim 1 further comprising

incorporating the content image into an electronic product design, and

displaying the electronic product design to a user.

6. A color image system for use with a computer executing a browser program, the system comprising

one or more grayscale images,

one or more markup language elements capable of accepting content and having at least one associated color attribute, and

means for applying a grayscale image as content of an element such that the at least one color attribute of the element is applied as at least one color component of the content image.

7. The system of claim 6 further comprising

at least one color selection tool,

means for allowing a user to select at least one color with the color selection tool, and

means for applying the at least one selected color as at least one color component of the content image.

8. The system of claim 6 wherein the element is a markup language shape and the grayscale image is applied as a pattern fill of the shape.

9. The system of claim 6 further comprising

means for incorporating the content image into an electronic product design, and

means for displaying the electronic product design to a user.

10. A color image generation program adapted to execute in a browser program running on a computer, the program comprising

computer code adapted to apply a grayscale image as content of a markup language element capable of accepting content and having at least one associated color attribute such that the at least one color associated with the element is applied as at least one color component of the content image.

11. The program of claim 10 further comprising

computer code adapted to display at least the content image to a user of the computer,

computer code adapted to display at least one color selection tool to the user, and

computer code, responsive to the selection of one or more colors by the user, adapted to modify the content image by applying the one or more selected colors as one or more color components of the content image.

12 The program of claim 10 further comprising

computer code adapted to incorporate the content image into an electronic product design, and

computer code adapted to display the electronic product design to the user.

13. A color image generation program stored on a server system and adapted to download to a user computer and execute in a browser program of the user computer, the program comprising

computer code adapted to apply a grayscale image as content of a markup language element capable of accepting content and having at least one associated color attribute such that the at least one color associated with the element is applied as at least one color component of the content image.

14. The program of claim 13 further comprising

computer code adapted to display at least the content image to a user of the computer

computer code adapted to display at least one color selection tool to the user, and

computer code, responsive to the selection of one or more colors by the user, adapted to modify the content image by applying the one or more selected colors as one or more component colors of the content image.

15. The program of claim 13 further comprising

computer code adapted to incorporate the content image into an electronic product design, and

computer code adapted to display the electronic product design to the user.

16. A computer-implemented method of displaying an electronic product design at a computer executing a browser program, the method comprising

receiving electronic product design information, the information including at least one markup language element capable of accepting content, at least one grayscale image, and identifiers of a plurality of colors, and

processing the received information in the browser program to display an electronic product design to a user, the electronic design including at least one element filled with a color image generated by replacing at least one color component of the grayscale image with at least one color from the plurality of colors.

17. The method of claim 16 further comprising

allowing the user of the computer to select one or more colors from the plurality of colors,

after selection of the one or more colors, modifying the product design by applying the one or more user-selected colors as one or more color components of at least the color image, and

displaying the modified displayed electronic design to the user.